

CLAIMS

1. A process for coloring keratin fibers, characterized in that, in a first step, a pretreatment composition containing at least one substantive dye is applied to the fibers and, in a second step, the fibers are conventionally colored with at least one synthetic dye (precursor).
2. A process as claimed in claim 1, characterized in that the substantive dye of the pretreatment composition is selected from nitrobenzene derivatives, basic substantive dyes and triphenylmethane derivatives.
3. A process as claimed in claim 1 or 2, characterized in that the substantive dye is selected from 3-nitro-4-aminophenol, 4-(3'-hydroxypropylamino)-3-nitrophenol, 1,4-bis-(β -hydroxyethyl)-amino-2-nitrobenzene, 1-(β -hydroxyethylamino)-2-nitro-4-aminobenzene, 1-(β -hydroxyethylamino)-2-nitrobenzene, 4-(β -hydroxyethylamino)-3-nitrophenol, HC Blue 2, Basic Blue 99, Basic Red 76, Basic Brown 16 and Basic Brown 17.
4. A process as claimed in any of claims 1 to 3, characterized in that the pretreatment composition contains the substantive dyes in quantities of 0.001 to 20% by weight, preferably in quantities of 0.005 to 5% by weight and more particularly in quantities of 0.01 to 1% by weight, based on the pretreatment composition.
5. A process as claimed in any of claims 1 to 4, characterized in that the pretreatment composition is formulated as a spray.
6. A process as claimed in any of claims 1 to 5, characterized in that the pretreatment composition contains a fiber-structure-improving agent.
7. A process as claimed in claim 6, characterized in that the fiber-structure-improving agent is selected from the group consisting of panthenol, physiologically compatible panthenol derivatives, plant extracts and honey.
8. A process as claimed in claim 6 or 7, characterized in that the fiber-structure-improving agent is panthenol.

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9. A process as claimed in any of claims 1 to 8, characterized in that the pretreatment composition is left on the hair for 1 to 30 minutes, preferably for 1 to 10 minutes and more particularly for 3 to 5 minutes.

10. A process as claimed in any of claims 1 to 9, characterized in that the pH of the pretreatment composition is in the range from 3 to 9, preferably in the range from 4 to 8 and more particularly in the range from 4 to 5.

11. A process as claimed in any of claims 1 to 10, characterized in that the conventional coloring step is an oxidative coloring step.

10 12. A process as claimed in claim 11, characterized in that a composition containing at least one primary intermediate selected from p-phenylenediamine, p-toluylenediamine, p-aminophenol, 1-(2'-hydroxyethyl)-2,5-diaminobenzene, 4-amino-3-methylphenol, 2-aminomethyl-4-aminophenol and 2,4,5,6-tetraaminopyrimidine as synthetic dye precursor is applied to the fibers in the second step.

15 13. A process as claimed in claim 11 or 12, characterized in that a composition containing at least one secondary intermediate selected from 2-chloro-6-methyl-3-aminophenol, 5-amino-2-methylphenol, 2-amino-3-hydroxypyridine, 2,6-di-(β -hydroxyethylamino)-toluene, 2-methyl resorcinol and 1-naphthol is applied to the fibers in the second step.

20 14. A process as claimed in any of claims 11 to 13, characterized in that the oxidative hair coloring step is carried out with hydrogen peroxide.

15. A process as claimed in any of claims 11 to 13, characterized in that the oxidative hair coloring step is enzyme-catalyzed.

25 16. The use of a pretreatment composition containing at least one substantive dye in a hair coloring process for obtaining a uniform color.

17. The use claimed in claim 16, characterized in that the pretreatment composition is formulated as a spray.

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